

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-10 (Canceled).

Claim 11 (New): A method comprising coating paper or cardboard with a coating color, wherein the coating color comprises an agent for simultaneously adjusting the water retention of the coating color and its Brookfield viscosity, and wherein the agent comprises a copolymer that is water soluble in a neutral or alkaline medium, which copolymer comprises:

- A) 25% to 45% by weight monomer units whose homopolymer has a  $T_g > 90^\circ\text{C}$ ,
- B) 30% to 65% by weight anionic monomer units,
- C) 0% to 30% by weight non-ionic monomer motives other than the monomers A),
- D) 0% to 5% by weight cross-linking monomer units.

Claim 12 (New): The method of Claim 11, wherein said copolymer comprises:

- A) 25% to 45% by weight monomer units selected from the group consisting of styrene,  $\alpha$ -methylstyrene and their derivatives, or methyl methacrylate,
- B) 30% to 65% by weight anionic monomer units selected from the group consisting of acrylic acid, methacrylic acid, mixtures thereof, and the following:
  - acrylamido methyl propane sulphonic acid (AMPS),
  - ethylene glycol or propylene glycol (meth)acrylate phosphates, sulphates, phosphonates or sulphonates,
  - sodium methallylsulphonate (MTAS) or allylsulphonate,
  - itaconic acid,
  - sodium styrene sulphonate,
  - tetrahydrophthalic anhydride,

C) 0% to 30% by weight non-ionic monomer units other than the monomers A) selected from the group consisting of acrylic and methacrylic acid esters and ethers, oxyalkylated monomers with ethylenic non-saturation terminated by a linear or branched chain, vinyl esters, allyl esters, diisobutylene, vinylpyrrolidone, vinylcaprolactam, acrylonitrile, unsaturated urethanes, acrylamides and methylacrylamides,

D) 0% to 5% by weight crosslinking monomer units selected from the group consisting of monomers having at least two ethylenic non-saturations.

Claim 13 (New): The method of Claim 12, wherein

C) the unsaturated urethanes are selected from the group consisting of acrylurethanes, methacrylurethanes,  $\alpha$ - $\alpha'$  dimethyl-m-isopropenylbenzyl urethane, and allylurethane,

D) the crosslinking monomer units are selected from the group consisting of ethylene glycol dimethacrylate, trimethylolpropanetriacrylate, allyl acrylate, allyl maleates, methylene-bis-acrylamide, methylene-bis-methacrylamide, tetrallyloxyethane, the triallylcyanurates, trivinylcyclohexane, and allyl ethers obtained from polyols.

Claim 14 (New): Paper or cardboard coated with the coating color according to Claim 11.

Claim 15 (New): Paper or cardboard coated with the coating color according to Claim 12.

Claim 16 (New): Paper or cardboard coated with the coating color according to Claim 13.

Claim 17 (New): The method of Claim 12, wherein C) the non-ionic monomer units other than the monomers A) are oxyalkylated monomers with ethylenic non-saturation terminated by linear or branched alkyl, aryl, alkylaryl or arylalkyl groups having 1 to 50 carbon atoms.

Claim 18 (New): The method Claim 17, wherein the groups are di-, tri-, or tetrastyrylphenol groups or nonylphenols.

Claim 19 (New): The method of Claim 13, wherein D) the crosslinking monomer units are allyl esters obtained from polyols selected from the group consisting of pentaerythritol, sorbitol, and sucrose.